

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

LCT1017 – COMMUNICATION THEORIES
(FAC1)

27 MAY 2019
2.30 P.M. – 4.30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

STRUCTURED QUESTIONS [50 MARKS]

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

Question 1

- a. State **FIVE (5)** standards of objective theory. (5 marks)
- b. State **FIVE (5)** standards of interpretive theory. (5 marks)

Question 2

Craig thinks it's reasonable to talk about a field of communication theory if we take a collective look at the actual approaches researchers have used to study communication problems and practices. He identifies seven established traditions of communication theory that include most, if not all, of what theorists have done. These already established traditions offer "distinct, alternative vocabularies" that describe different "ways of conceptualizing communication problems and practices."

- a) State **FIVE (5)** of the seven traditions of communication theory. (5 marks)
- b) Define the **FIVE (5)** chosen traditions stated above. (5 marks)

Question 3

Small-group researchers thought they had spotted a universal pattern of communication that all groups use when they make a decision. These scholars generally agreed that there was a good fit between the following single-sequence model and the actual phases that groups go through as the members reach agreement.

- a) List the **FIVE (5)** phases of group decision making. (5 marks)
- b) Define the **FIVE (5)** phases of group decision making. (5 marks)

Continued...

Question 4

Hirokawa and Gouran see the group decision-making process as needing to fulfill four task requirements if members are to reach a high-quality solution. They refer to these conditions as requisite functions of effective desicion making.

- a) State the **FOUR (4)** requisite functions. (4 marks)
- b) Explain any **THREE (3)** of the functions with relevant examples. (6 marks)

Question 5

The depth of penetration is the degree of intimacy. Although Altman and Taylor's penetration analogy strikes some readers as sexual, this was not their intent. They outlined four observations in their framework.

- a) State the **FOUR (4)** observations in the social penetration theory. (4 marks)
- b) Define any **THREE (3)** observations with relevant examples. (6 marks)

End of Paper